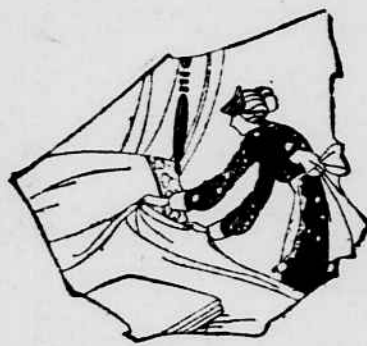


The Hecht Co.

Last page this section! Read it!
the Sale of 1,395 Women's Winter Coats

Starting the Important White Sales Bedwear and Upholstery

We have been preparing for this sale for months and some wonderful values have been assembled—even in spite of the fact that the cotton market is "Up in the Air."



50 doz. Huck Towels, Special

A towel special that should cause housewives to buy them by the dozens. Plain white, neatly hemmed. "Run of the mill." **19c**

"Highland" Huck Towels, 33c

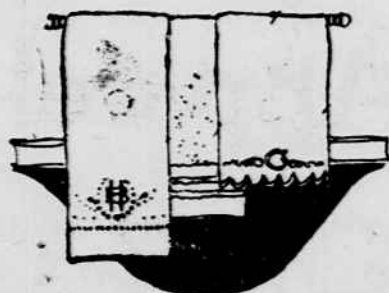
These were bought and especially laid aside for the "White Sale"—they are extra quality large towels—17x34 inches in size.

Turkish Towels, at 69c

Extra large size Turkish towels with the heavy nap. You will be surprised at the extreme value.

White Scrim and Voile, yard

You can make your long or sash curtains from this material and the saving will be considerable. **29c**



—Third Floor, South Annex

White Curtains for the Kitchen, Pair, 59c

Hemmed and made with lace edges and headed—all ready to hang.

White Scrim and Voile Curtains, Pair, \$1.29

Hemstitched and inserted curtains—sill length. A good quality scrim or voile curtain at a very reduced price.

Samples of Table Covers, \$2.95

All perfect table covers—72x72 and to 72x80 in.—one of a kind. A value that you should not overlook—their being slightly soiled encourages such a great price reduction.

Bleached Sheets, Special

Good quality muslin sheets, size 72x90 inches, that have welded seams and are large enough for the full size bed. A small lot only. **95c**

"Wearwell" Seamless Sheets, January White Sale Price, \$1.45

Fine Quality Bleached Muslin Sheets, with wide hems. The size is 54x90 inches.

81x90 "Iron Clad" Sheets, \$1.89

Just two cases of these famous Sheets—all perfect. They have wide hems and are free of dressing.

Pillowcases, 33c

Heavy Quality Bleached Muslin Cases—"run of the mill" quality—slightly soiled, not damaged. Size 45x36.

"Sunny South" Blankets, pr.

This is an extra fine quality part-wool blanket with blue and pink borders—the binding is Mohair. **\$10.95**

White and Plaid Blankets, \$5.95

Extra quality Bleached Cotton in the full size—a beautiful blanket and at this low price you should buy as many as you possibly can use.

"Gladstone" Crochet Bedspreads, \$2.39

Full size 72x90-inch Spreads in three very good patterns and there are about 150 to sell at this low price—Perfects.

A Sale of 30 Room Size Rugs

10 Axminster Rugs, 9x12 size.
12 Axminster Rugs, 8.3x10.6.
4 Seamless Velvet Rugs, 9x12 size.
4 Seamless Velvet Rugs, 8.3x10.6.

Choice, \$39

An inspection of them will immediately convince you of their superior quality and value.

—Fourth Floor.

Gathering Headway! The Half-Yearly Reduction Sale of Society Brand

& The Hecht Co. Men's Clothes

Every garment in our stock is included (except full dress and dinner clothes). All the solid shades of blue, brown, green, gray and black are included, too, and the reductions cover also fur collar and fur-lined overcoats, separate trousers and Langham High clothes for the prep. or high school student. Here's the line-up:

Group No. 1—Society Brand and The Hecht Co. **\$29.50**
Suits and Overcoats, Reduced to

Group No. 2—Society Brand and The Hecht Co. **\$35.50**
Suits and Overcoats, Reduced to

Group No. 3—Society Brand and The Hecht Co. **\$39.50**
Suits and Overcoats, Reduced to

Group No. 4—Society Brand and The Hecht Co. **\$45.50**
Suits and Overcoats, Reduced to

Group No. 5—Society Brand and The Hecht Co. **\$55.50**
Suits and Overcoats, Reduced to

Group No. 6—Society Brand and The Hecht Co. **\$64.50**
Suits and Overcoats, Reduced to

Group No. 7—Society Brand and The Hecht Co. **\$69.50**
Suits and Overcoats, Reduced to

an Important Third Floor Misses' Shop

Sale of Unusually Beautiful Misses' Dresses

Tricolette---Tricotine---Charmeuse---Georgette

Reduced for
Quick Selling

\$30

Every Dress a
Quality Dress

We have assembled from our regular stocks many beautiful models, including the popular straight-line and blouse effects, of tricotine. Among them are many embroidered and beaded as well as draped ideas—the sorts that are now in fashion's favor. Sizes from 14 to 18.

More of the Misses' & Juniors' Dresses \$15

We'll eliminate all descriptions, simply telling you that the Styles, Fabrics, Trimming Ideas and everything about them is the sort you would never expect at such a ridiculously low price.

A Sale of Girls' Gingham
Dresses, \$1.95

Slightly mussed from holiday selection—therefore, we have marked them for quick clearance. Sizes 8 to 14.

Children's Sweaters, \$2.95

Not every size and color—an assorted collection of slip-over and coat models. Rose, blue and brown shadings. Sizes 2 to 12.

—Third Floor.

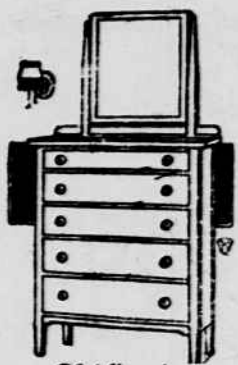
this handsome Louis XVI Ivory suite has the new Vanity Case



AN unusually handsome suite, embellished with gold-shaded carving, fluted legs and posts, characteristic of the Period. The dresser is 48 inches long—the bed is full size, and the chiffonette has a two-door compartment which encloses four removable trays.

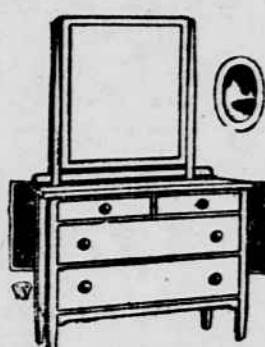
The Vanity Case is a feature, with long pier glass and two large swinging mirrors.

The Four Pieces Are Moderately Priced at \$350



Chiffoniers
White Enameled
\$27.50 to \$38

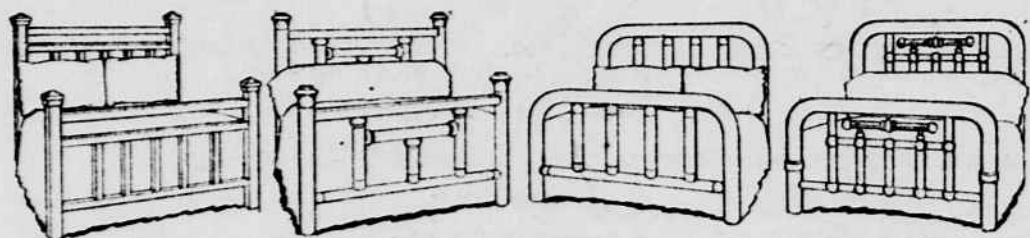
Nicely finished in White Enamel and Ivory. Plate Mirror.



White Enameled
Dressers, \$29.75 to \$40

Nicely finished in White Enamel and Ivory. Plate Mirror.

Four Splendid White Enameled Beds



\$27.50

\$22.50

\$17.50

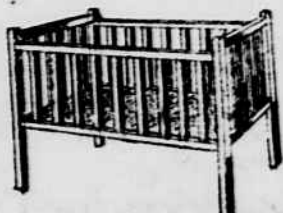
\$19.50

Two-inch square posts and square cross-rod, with five one-inch square fillers.

Two-inch round post bed with two-inch square cross rod and three two-inch fillers.

Two-inch continuous post bed with four one-inch fillers.

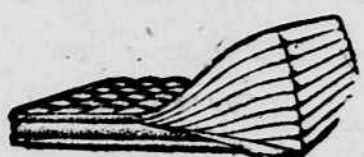
Two-inch continuous-post bed, with one-inch cross-rod and five one-inch fillers.



White Enameled Crib.
\$9.15
Square posts and fillers, complete with a soft woven wire spring.

White Layer Felt Mattress \$18.75

A well made-mattress filled with layer upon layer of resilient white felt.



Diamond tufted with roll edges. 45 lbs. Covered in good grade art ticking.

A Sale of Boys' Juvenile Suits at the special price \$8.95

Serges, tweeds, velvets, chevrons and cassimeres, in Norfolk Jr., Middy, Eaton and Oliver Twist styles. Plain colorings, fancy fabrics and combined colorings. Sizes 2½ to 9 years.

Big Boys' Corduroy Suits \$9.45

Fine qualities. Priced at

The English belted model and box-plaited yoke effect are full lined with serge or alpaca. There are two shadings of mouse color. Not the "ordinary" run of suits; even at higher prices. Sizes range from 2½ to 10 years.

37 Juvenile Overcoats to \$8.85

be "mustered out," Special

Just 50 Boys' Gray Sweaters, Special \$7.9c

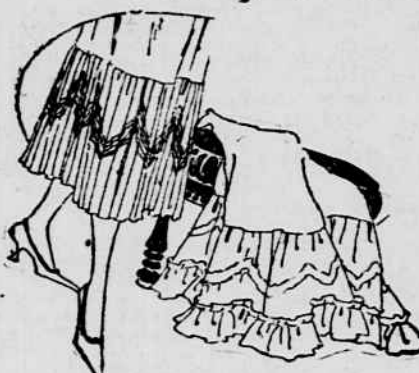
We have taken these unusual "values" from our regular stocks—they have the popular shawl collars and pockets.

—Third Floor.

Forty Silk Petticoats

Very Special at

\$3.85



We've nearly outdone ourselves when we mark Beautiful Silk Petticoats down to such a figure.

They are of all-taffeta, in plain or changeable colorings.

Lingerie Shop, Second Floor.

If you've waited till now to buy "her" gift--

These Especially Priced Fur Coats will prove timely at \$179.50

Sealene, Muskrat, Hare Seal and Marmot Coats and also the smart combinations.

There are Capes, Coatees and Coats, full silk lined, belted and pocketed. Popular lengths, 30 and 34 inches.

about four scarfs

A Jap Fox Scarf, \$49.50

Is silk lined and trimmed with the animal head, tail and feet. A chain or clasp fastening at the neck.

A trimmed Muff to match, \$49.50.

A Beautiful Black Fox Scarf, \$77.50

The very large skin is silk lined, and a head, tail and feet trim the neck-piece. Chain or clasp fastening.

The Muff that matches, \$54.50.

The Finest of Silky Lynx Scarfs, \$79.50

This Scarf has extended quilting to protect the fur; trimmed with the head, feet and tail of the animal.

Muff to match, \$89.50.

And a Taupe Wolf Scarf, \$54.50

Is lined in lustrous silk and trimmed with the animal head, tail and feet.

A Muff that matches, \$64.50.

—Second Floor.

Mahogany Grafonolas

A Special Outfit \$100

As usual, The Hecht Company are first to announce the arrival of a large shipment of Grafonolas in the mahogany finish. Owing to the tremendous demand and extreme shortage of this particular wood, many homes were without music again this Christmas.

We Are Offering the Illustrated Outfit:

Grafonola D-2, Mahogany.....\$75.00
Cabinet to Match.....\$19.90
Six 10-inch Double-Faced Records and 300
Needles.....\$5.10
\$100.00

10% Deposit --- 10% a Month
No Interest Charges Repair Service Free



Phonograph Shop,
2d Floor Annex

The Hecht Co.
Seventh Street